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An ink for ink jet printer comprising: a highly electrically insulating dispersant mainly comprising an aliphatic hydrocarbon solvent; a color material insoluble in the dispersant; a polymer having at least repeating units represented by the following general formula (1) and soluble in the dispersant, and a metal soap. The ink enables high-speed stable printing of high-density dots substantially free from ink bleeding. Moreover, the present invention provides a method of effectively controlling electrostatic charges of the color material in the ink.

wherein R1 is one of a hydrogen atom and a methyl group, and R2 is an alkyl group having 4 to 22 carbon atoms.